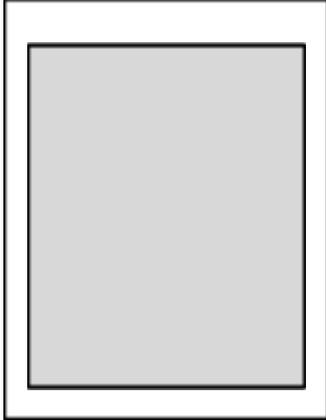




Advertisement Size and Pricing

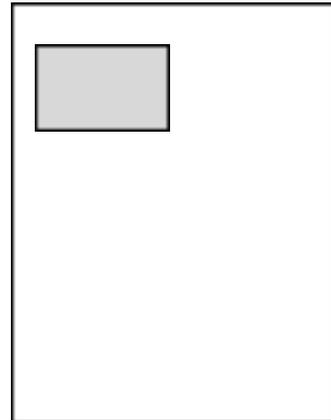
full page - \$500

7.25"W x 9"H (2175 pixels W x 2700 pixels H)



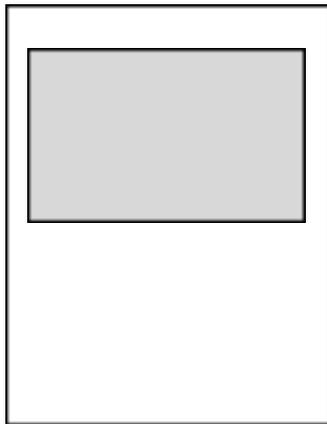
1/8 page horizontal - \$80 (business card)

3.5"W x 2.25"H (1050 pixels W x 675 pixels H)



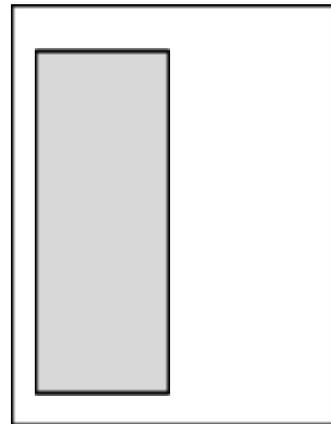
1/2 page horizontal - \$290

7.25"W x 4.5"H (2175 pixels W x 1350 pixels H)



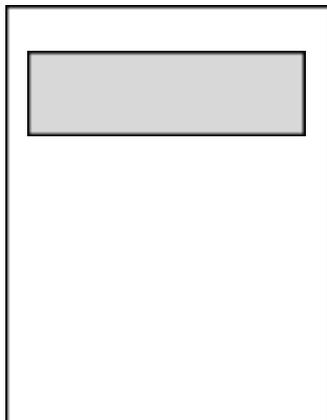
1/2 page vertical - \$290

3.5"W x 9"H (1050 pixels W x 2700 pixels H)



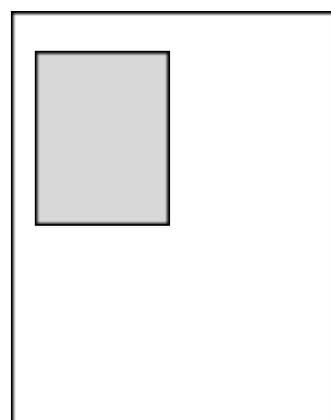
1/4 page horizontal - \$150

7.25"W x 2.125"H (2175 pixels W x 637.5 pixels H)



1/4 page vertical - \$150

3.5"W x 4.5"H (1050 pixels W x 1350 pixels H)





Instructions for Advertisers

TPCNS Sales Representative: _____ Email: _____

Business Name: _____ Business ID Number: _____

- ❑ **Submit payment by February 5, 2018.** Checks should be made out to TPCNS. Please write your business name and Business ID Number on the memo line and mail to:

TPCNS
Attn. [Sales Representative Name]
8204 Flower Ave.
Takoma Park, MD 20912

If you wish to pay by credit/debit card or via your PayPal account, contact your sales representative to request an invoice.

- ❑ **Submit your ad in one of two formats.** We accept electronic ads (preferred) or hard copy ads. The requirements for each are as follows.

- **Electronic ads (preferred):**

Please provide a black-and-white JPEG or TIFF file with a resolution of at least 300 dpi. A black-and-white PDF file is also acceptable as long it is print-quality with all fonts embedded in the file.

Email electronic ads to: Your sales representative's email address (above)

- **Black & white hard copy ads:**

Please submit the best-quality work available. The type must be clear on light paper.
(Note: Color paper stock printed with dark or colored ink will not reproduce properly.)

Specifications:

- ✓ Line art screens: 85 to 100 dpi (dots per inch)
- ✓ Photos or halftones: 300 dpi or line screen
- ✓ Ad materials should meet the size specifications for the space purchased.

Additional Guidelines:

- Ad changes: If you are making the changes to a renewal, you may submit a new electronic or hard copy ad at no additional charge. For an additional fee of \$15, TPCNS is able to make minor text changes that do not affect layout, such as updating phone numbers and addresses. Changes affecting layout require the submission of a new ad.
- Please refer to the Advertisement Size and Pricing sheet for correct dimensions. We reserve the right to re-border non-standard ads.
- In the event that your ad does not meet the specifications requested, we are unable to guarantee quality.